



# Indiana Gaming Commission

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# IGC Digital Campaign 2022

## Campaign Goals:

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- Increase **awareness** of the issue of problem gambling

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- Offer localized mental health **resources** and **provider information**

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- **Reduce** gambling addiction in Indiana

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# Problem Gambling Campaign Targets

Targeted audiences:

- Adults 21+ which frequent Indiana casinos labeled as the **'traditional casino audience'**
- Men 21+, college educated, mid to high income, active online sports betting, labeled as **'online gaming/sports wager audience'**

Geographic coverage of all 92 counties with a two-pronged approach:

- Focus on counties **contiguous or close proximity to casino counties:**
  - Lake, LaPorte, Newton, Jasper, Allen, Madison, Tipton, Howard, Blackford, Dearborn, Ohio, Harrison, Floyd, Clark, Scott, Washington, Orange, Crawford, Perry, Dubois, Posey, Gibson, Pike, Warrick, Spencer, St Joseph, Shelby Marion
- **Statewide coverage** of all counties with a focus on **online sports wagering**

# IGC Media Strategy

- Budget utilized to **extend efficiencies**, focusing on **high effectiveness**
- All media tactics were **monitored** and **optimized** throughout the flights
- KPIs were analyzed for campaign performance and **website engagement**
- **Supplemented** existing digital creative assets

# IGC Media Tactics

- Reach all audiences where they consume media – **mobile, desktop, laptop**
- **Display and Video** tactics
- Click thru to [indianaproblemgambling.com](http://indianaproblemgambling.com)
- **Social Media Platforms** – Facebook, Instagram, YouTube
- **Programming Display** Banner ads on various websites engaged by our audiences
- **Google Paid Search** – reaching those searching for gambling, sports wagering, casinos, or gambling help search terms

# Media Tactics by Specific Audience

## Casino audience:

- Utilized behavior targeting, ie frequent casino visits
- Programmatic display banner ads
- Social media platforms, i.e., Facebook/Instagram
- Google paid search

## Online Gaming/Sports Wager:

- Targeted devices that engaged with online gaming sites
- Social Media, i.e., Facebook/Instagram
- YouTube
- Google paid search
- Flights in and around large sporting event dates or national sports playoffs



# IGC 2022 Campaign Review

## Casino audience:

- 28,353,206 Display Ad impressions
- 19,877,379 Social Ad impressions on Facebook and Instagram

More than 48.2 Million targeted Impressions.

## Online Gaming/Sports Wager:

- 19,955,026 Display Ad impressions
- 3,382,257 Streaming TV impressions
- 7,472,047 Social Ad impressions on Facebook and Instagram

More than 30.8 Million targeted Impressions.

# IGC 2022 Campaign Review

Casino audience & Online Gaming/Sports Wager Audiences (Combined)

Google search ad campaign targeting people searching for gambling and sports betting opportunities as well as those seeking options for gambling help.

Campaign appeared for more than 378,000 Google searches and earned 3,050 clicks for campaign-related keywords.

Nearly half of all clicks came from those searching for sports betting in Indiana.

# IGC 2022 Campaign Review

## Casino audience & Online Gaming/Sports Wager Audiences (Combined)

- More than 79 Million total ad impressions targeting Hoosiers over nine months.
- More than 3,165,000 Social Media Users Reached with problem gambling message.
- 52% of all website traffic came from mobile devices where online gaming and sports betting frequently occur.
- 41% of all website traffic between March and September came from the IGC 2022 Problem Gambling Campaign.

# 2022 Campaign Results – Top Level KPIs

Total Impressions: 64,787,838      Total Clicks: 55,728

## Top Performing Keywords:

- gamblers anonymous
- sports betting
- sportsbook
- fan duel
- bet mgm
- gamblers anonymous near me
- bet sports
- gamblers anonymous meetings
- draft kings

# 2022 Creative Examples

IS YOUR GAMBLING SPINNING OUT OF CONTROL?

INDIANA GAMBLING HOTLINE

Take back your life. Join the Voluntary Exclusion Program TODAY.

CLICK OR CALL 317.234.3600

This advertisement features a black background with a red diagonal stripe in the top right corner. On the left, three slot machines are shown with the word 'HELP' on their reels. In the top right, the text 'INDIANA GAMBLING HOTLINE' is displayed next to a white outline of the state of Indiana. Below this, the text 'Take back your life. Join the Voluntary Exclusion Program TODAY.' is written in white. At the bottom, a red bar contains the text 'CLICK OR CALL 317.234.3600' followed by a white right-pointing arrow icon.

INDIANA GAMBLING HOTLINE

GAMBLING PROBLEM? FIND OUT.

CLICK OR CALL 317.234.3600

A horizontal banner with a black background and a red diagonal stripe on the left. It features the 'INDIANA GAMBLING HOTLINE' logo, three slot machines with 'HELP' on the reels, the text 'GAMBLING PROBLEM? FIND OUT.', and a red bar on the right with the text 'CLICK OR CALL 317.234.3600' and a white right-pointing arrow icon.

THIS SEASON SHINING THE LIGHT ON YOUR

GAMBLING ADDICTION?

This advertisement has a dark blue background with a basketball in the center, illuminated by a spotlight effect. The text 'THIS SEASON SHINING THE LIGHT ON YOUR' is at the top, followed by 'GAMBLING' in spaced-out letters, and 'ADDICTION?' in large, bold letters with the basketball acting as the letter 'I'.

IF YOUR GAMBLING PROBLEM HAS LEFT YOU IN NEED OF AN ASSIST... WE CAN HELP.

This advertisement shows a close-up of a basketball player's hands holding a basketball. The background is a bright, hazy blue. The text 'IF YOUR GAMBLING PROBLEM HAS LEFT YOU IN NEED OF AN ASSIST... WE CAN HELP.' is overlaid on the left side in a dark, sans-serif font.

# 2022 Creative Examples

ARE YOU PUTTING IT  
**ALL ON THE LINE**  
FOR ONLINE BETTING?  
**TAKE THE QUIZ**  
to see if gambling is becoming an issue for you.

This advertisement features a dark background with a green horizontal bar at the top. The text is centered and uses a mix of white and green colors. Below the text, there is a stack of US dollar bills on a green surface. A prominent orange button with white text is positioned below the stack of money.

**EVEN FREE BETS  
COME WITH A COST.**  
ARE THEY REALLY  
WORTH THE GAMBLE?  
**TAKE THIS QUIZ**  
TO SEE IF GAMBLING IS AN ISSUE FOR YOU.

This advertisement features a dark background with a yellow and black hazard stripe pattern on the right side. The text is white and yellow. A man with a beard is shown in profile, looking down at a smartphone. A yellow button with black text is positioned below the main text.

**TAKE THE QUIZ** to see if gambling is becoming an issue for you.

This horizontal advertisement features a dark background with a green horizontal bar on the left. The text is white and orange. On the far left, there is a stack of US dollar bills. A prominent orange button with white text is positioned to the left of the main text.

**EVEN FREE BETS COME WITH A COST.**  
ARE THEY REALLY WORTH THE GAMBLE?  
**TAKE THIS QUIZ**  
TO SEE IF GAMBLING IS AN ISSUE FOR YOU.

This horizontal advertisement features a dark background with a yellow and black hazard stripe pattern on the right side. The text is white and yellow. A man with a beard is shown in profile, looking down at a smartphone. A yellow button with black text is positioned to the right of the main text.



# Questions?

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# About Asher.

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**AGENCY OVERVIEW**

# Since 1974

**Headquarters**

Fort Wayne, IN

**Offices**

Indianapolis, IN

Charleston, WV

Washington, D.C.

**Specializing in**

Franchise Marketing

Retail Marketing

Government Relations

Higher Education

Financial Services

**Mission**

To earn and preserve the trust of our business partners by creating customized, strategically-driven solutions that solve marketing challenges.

**USP:**

Collaborative thinkers who understand what motivates consumers and, ultimately, what propels brands to success.

**35 Employees**  
**WOMEN OWNED**



# Our areas of expertise.



STRATEGY &  
INSIGHTS



BRAND DEVELOPMENT



WEB DEVELOPMENT



AWARD WINNING  
CREATIVE



SOCIAL MEDIA



DIGITAL MARKETING



REPUTATION  
MANAGEMENT



MEDIA PLANNING  
& BUYING



DATA  
ANALYTICS



PUBLIC  
RELATIONS

# Digital **media capabilities.**

## Omnichannel Targeting



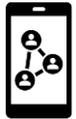
### Pay-Per-Click/SEM

- Google Preferred Partner
- Bing
- Yahoo



### Programmatic Multi-DSP Campaigns

- Display
- Video
- OTT/CTV Streaming



### Paid Social Media Marketing

- Facebook/Instagram/Messenger
- Snapchat
- TikTok
- LinkedIn
- Pinterest



### App-Based (Waze, etc.)

## Device-Base Targeting



Mobile/Smartphone

Laptop/Desktop

Tablet

OTT/CTV – Smart TV Streaming

# Digital **media capabilities.**

- Lead Generation / Performance Marketing
  - Social Media Influencers
  - Social Media Management
    - Strategy
    - Platform management
    - Content development
    - Optimization and marketing
  - Search Engine Optimization (SEO)
    - Content strategy and development
    - Keyword research
    - Audit, optimization and marketing
  - Reputation Management
    - Review management (response and solicitation)
    - Social
- Geofencing
  - Competitive/Conquest Targeting
  - Website and campaign retargeting
  - Marketing Funnel development and execution
  - Trending Technology
    - Mobile ID targeting
    - Advanced device matching
    - Custom and lookalike audience targeting
    - Residence-level targeting
    - Voice-search targeting
    - Dynamic creative optimization
    - Audience activation